

Claims:

1. A method for the automated ordering and performing of printing services and mailing services in a mailing service system (10), with which the order data for mail (40) to be printed and sent is generated by a mobile terminal (80), whereby the mobile terminal belongs to a mobile system (11),
- characterized by
- the following steps:
- 10 – generation of order data by means of a mobile terminal (80), whereby the order data consists of at least one image motif and of delivery information,
 - transmission of the order data from the mobile terminal (80) to a preparation component (92) of the mobile system (11),
 - 15 – transmission of the order data from the preparation component (92) of the mobile system (11) to a verification and processing component (81),
 - checking and processing of the order data in the verification and processing component (81) and transmission of the order data to an interface (30) of the mailing service system (10),
 - 20 – transmission of the order data from the interface (30) to a database (31), editing of the order data into a printing order, whereby the editing takes place in an editing component (70) that is connected to the database (31), transmission of the
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printing order to a printing production component (50) and generation of mail (40) in the printing production component (50),

- transfer of the mail (40) to a distribution system (90), and invoicing for
- 5 the printing service and/or mailing service via an invoicing component (91) of the mailing service system (10).

2. The method according to Claim 1,
characterized in that

10 the order data generated by the mobile terminal (80) is present in the form of MMS data (Multimedia Messaging Standard).

3. The method according to one or both of Claims 1 and 2,
characterized in that

15 an order for mail (40) to be printed and sent is generated by the mobile terminal (80) in that a user selects at least one image motif and provides delivery information.

4. The method according to one or more of the preceding claims,
characterized in that

20 the image motif for an order is an image generated on the user side or else an image from a selection offered to him.

5. The method according to one or more of the preceding claims,
characterized in that

the mail (40) to be printed and sent is a postcard having an image motif side and a text side.

5 6. The method according to one or more of the preceding claims,
characterized in that
the invoicing component (91) of the mailing service system (10) invoices an
invoicing component (93) of the mobile system (11) for the printing service and/or
mailing service.

10 7. The method according to one or more of the preceding claims,
characterized in that
the order data is transmitted from one computing means (94) of the preparation
component (92) to the verification and processing component (81), whereby the
transmission is carried out via a protocol that has been coordinated between the
15 components.

 8. The method according to Claim 7,
characterized in that
the coordinated protocol is the smtp protocol (Simple Mail Transfer Protocol).

20 9. The method according to one or more of the preceding claims,
characterized in that
the verification and processing component (81) carries out a filtering of the
received order data according to predefined specifications.

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10. The method according to Claim 9,
characterized in that
the filtering consists of sorting out order data that was not sent by a computing
means (94) of the mobile system (11) having a defined IP address.

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11. The method according to one or both of Claims 9 and 10,
characterized in that
the filtering consists of sorting out order data that does not contain any image
data.

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12. The method according to one or more of Claims 9 to 11,
characterized in that
the filtering consists of sorting out order data containing unsolicited advertising
and mass-mailing orders (spam data).

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13. The method according to one or more of Claims 9 to 12,
characterized in that
the filtering consists of sorting out order data for which the transmitted file size
does not match a defined size range.

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14. The method according to one or more of Claims 9 to 13,
characterized in that
the filtering consists of sorting out order data that does not contain defined
characters and/or character strings.

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15. The method according to one or more of the preceding claims,
characterized in that
the verification and processing component (81) carries out a validation of the
received order data according to prescribed specifications.

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16. The method according to Claim 15,
characterized in that
the validation consists of checking the syntax and/or the semantics of the delivery information.

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17. The method according to one or both of Claims 15 and 16,
characterized in that
the validation consists of automatically correcting the syntax and/or the semantics of the delivery information.

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18. The method according to one or more of the preceding claims,
characterized in that
the verification and processing component (81) carries out a conversion of the
order data into data that can be read by the interface (30) of the mailing service system
(10).

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19. The method according to Claim 18,
characterized in that
the verification and processing component (81) converts the order data from an
smtp protocol transfer into an http protocol transfer.

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20. The method according to one or more of the preceding claims,
characterized in that
the order data processed by the verification and processing component (81) is
5 stored in a database.

21. The method according to Claim 20,
characterized in that
the order data is stored in the database, marked as being erroneous, if said data
10 is erroneous and/or cannot be corrected.

22. The method according to one or both of Claims 20 and 21,
characterized in that
the order data is stored in the database, database, marked as being erroneous,
15 and is sent once again if an error occurred when the data was transmitted from the
verification and processing component (81) to the interface (30).

23. The method according to one or more of the preceding claims,
characterized in that
20 a message is automatically transmitted to the user who has generated order data
on a mobile terminal (80) if the checking and processing of the order data reveals that
the ordered mail cannot be printed and/or mailed.

24. The method according to Claim 23,
25 characterized in that

a user of the mobile system (11) is not invoiced or only partially invoiced for the ordered mail by the invoicing component (93) of the mobile system (11) if ordered mail cannot be printed and/or mailed.

5 25. The system for carrying out a method for automatically ordering and performing printing services and mailing services, with which an order for mail (40) to be printed and sent can be generated on a mobile terminal (80) by a user,

characterized in that

it comprises means for the automated ordering and performing of printing ser-
10 vices and mailing services using a method according to one or more of Claims 1 to 24.

26. The system for the automated ordering and performing of printing services and mailing services, with which an order for mail (40) to be printed and sent can be generated on a mobile terminal (80),

15 characterized in that

the system consists of at least the following components:

— a mobile system (11) consisting of at least one mobile terminal (80) for generating order data, a preparation component (92) for preparing the order data, an
20 invoicing component (93) for invoicing for services as well as means for transmitting the order data from the mobile terminal (80) to the preparation component (92);

— a mailing service system (10) consisting of at least one interface (30) for accepting order data, a database (31) for data management and application management,
25 an editing component (70) for editing order data into printing orders, a printing

production component (50) for generating mail (40) and an invoicing component (91) for invoicing for the printing service and/or for the mailing service;

- a verification and processing component (81) for preparing order data, a
5 database for storing order data and means for transmitting order data to the interface
(30) of the mailing service system.

27. The system according to one or both of Claims 25 and 26,
characterized in that
10 the verification and processing component (81) belongs to the mobile system
(11).

28. The system according to one or both of Claims 25 and 27,
characterized in that
15 the verification and processing component (81) belongs to the mailing service
system (10).

29. The system according to one or more of Claims 25 to 28,
characterized in that
20 the interface (30) of the mailing service system (10) is an http interface.